



Case Study Teaching Methods

Harvard Case Study - Campbell Soup Co.

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AGENDA

- Case Studies
- Techniques/Challenges
- Rewards
- Example: Harvard Case Study
 - Campbell Soup Co.
- Conclusions



Case Studies

- What is a Case Study?
 - A story
 - A vehicle for discussion, analysis, and learning

What is a good Case Study?

- More than just an interesting historical study
- Enlighten contemporary/future problems
(but age is not a limitation)
- Embedded issues, decision points
- Somewhat open-ended



Case Studies (cont.)

- Sources/Forms
 - Published articles, books
 - Films, other media
 - Self-written (caution!)
 - Published case studies



Techniques/Challenges

- Student Preparation
 - My “contract”
- Faculty Preparation
 - Questions
- Interactive Classroom
 - Listen, question
 - Build upon responses, probe
 - Socratic method



Techniques/Challenges, cont.

- Benefit of Hindsight?
- What happened? (Part II)
- Many other teaching tools
 - Selective application



Rewards

- Valuable tool for enriched learning/Insight
 - Rich in wide-ranging issues
 - Reaches widely disparate student backgrounds
 - Generates discussion, enthusiasm
- Illuminate contemporary/future issues



Example

Harvard Case Study

Campbell Soup Co.



Conclusions

- Many sources, forms
- Challenges for students and faculty
- A powerful tool for teaching and learning